

Since 1915 our expenses have increased—

Our customers have increased.....	265%
Our employees have increased.....	345%
Our payroll has increased.....	796%
Our taxes have increased.....	2090%

Yet, in spite of INCREASED COSTS, electric rates have steadily DECREASED!



KANSAS CITY POWER & LIGHT COMPANY

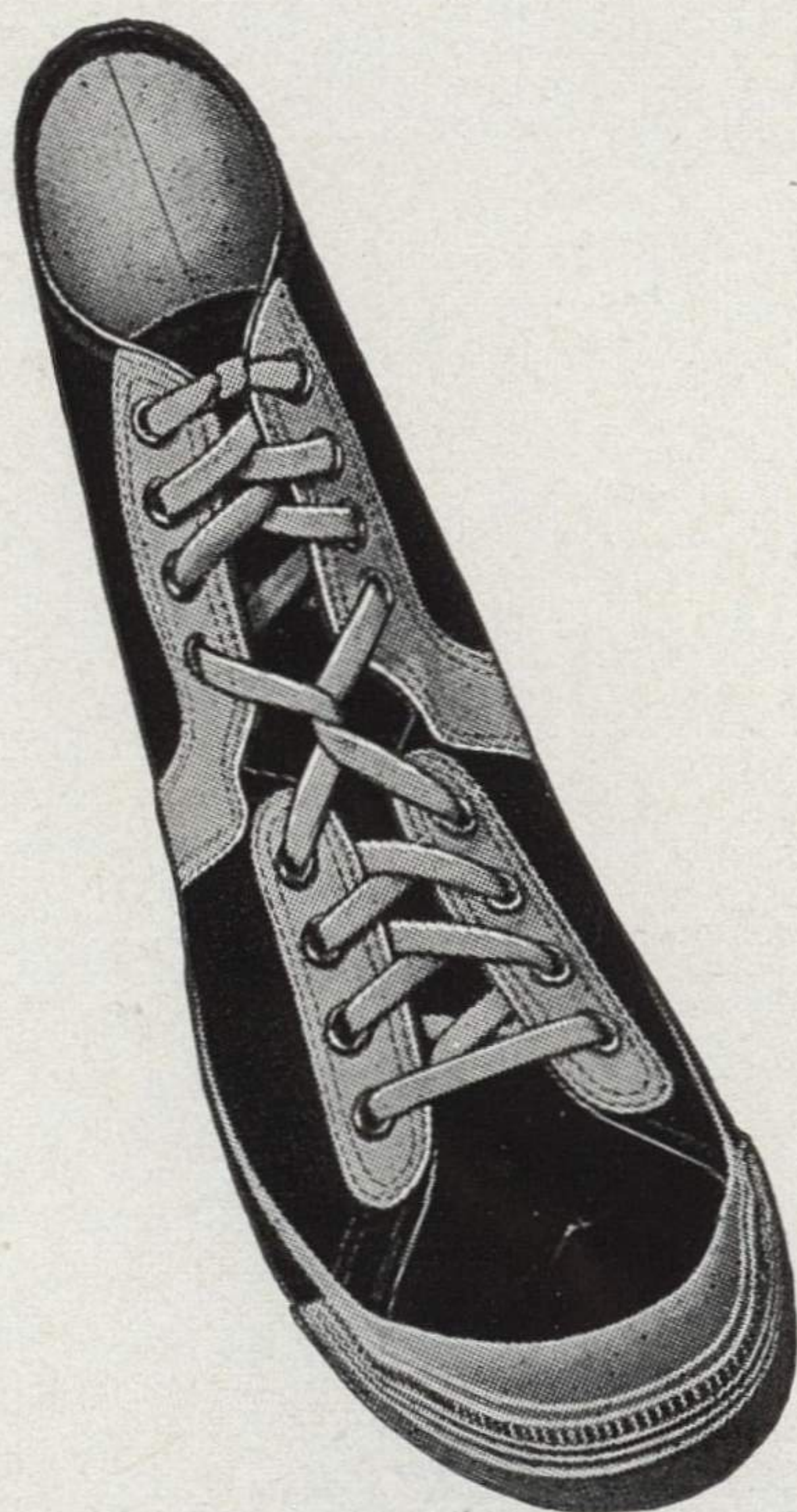
AFTER THE GAMES TONIGHT—

THE PENGUIN ROOM - - - THE COCKTAIL LOUNGE - - -
AND THE POPULAR COFFEE SHOP

Kansas City's Newest and Smartest Hotel

Rates from \$2.50 Single

HOTEL CONTINENTAL



ENDORSED BY
LEW ANDREAS,
SYRACUSE UNIVERSITY
BASKETBALL COACH

Lew Andreas

COLLEGIATE Basketball Shoes

OFFER

- More Ankle Support with a Revolutionary Canvas Upper.
- Extra Heel Protection with a Double Sponge Cushion Heel Seat.
- Better Traction with a Live Rubber Moulded Suction Cup Outside.

BEACON FALLS RUBBER FOOTWEAR

BEACON FALLS, CONN.